



## RESERVATION OF RIGHTS

In addition to the witnesses set forth below, plaintiff Pom Wonderful LLC (“Pom”) and defendant The Coca-Cola Company (“TCCC”) (collectively, the “Parties”) reserve the right to call impeachment witnesses as well as any witness listed by the Parties herein.

Further, for witnesses who are called in the first instance by TCCC, including but not limited to TCCC's own employees, officers and directors, Pom reserves the right to conduct cross examination and to convert time currently designated for direct/redirect exam into time for cross/recross examination in whole or in part and without prejudice to designating cross/recross examination in time that is longer than the currently designated time for direct/redirect examination.

Further, for witnesses who are called in the first instance by Pom, including but not limited to Pom's own employees, officers and directors, TCCC reserves the right to conduct cross examination and to convert time currently designated for direct/redirect exam into time for cross/recross examination in whole or in part and without prejudice to designating cross/recross examination in time that is longer than the currently designated time for direct/redirect examination.

Further, listing of any witness and their respective subject matter is without prejudice to any currently pending motion in limine or any future motion or application to exclude or limit evidence, testimony or argument.

1 Pom expects to call the following live witnesses at trial in this matter:

2

Name	Subject	Time Estimate
<b>Stewart Resnick</b> – c/o Roll Law Group P.C., 11444 W. Olympic Blvd., Los Angeles, CA. 90064; (310) 966-8400. Mr. Resnick is the Chairman and co-owner of Pom.	He is expected to testify about the history of Pom; all aspects of Pom's business; his reasons for bringing this suit; his beliefs pertaining to the Minute Maid Pomegranate Blueberry juice product's ("Juice") name and label; and his reaction when he learned how much pomegranate and blueberry juice is contained in that product.	<b>Direct:</b> 2:15 <b>Cross:</b> 1:15 <b>Redirect:</b> :15 <b>Recross:</b> :15
Matt Tupper – c/o Roll Law Group P.C., 11444 W. Olympic Blvd., Los Angeles, CA. 90064; (310) 966-8400. Mr. Tupper is the President of Pom.	He is expected to testify about Pom's branded juice products, including its bottled pomegranate juice and pomegranate juice blend products; the research Pom funded regarding the nutritional qualities and health	<b>Direct:</b> 2:30 <b>Cross:</b> 3:30 <b>Redirect:</b> :20 <b>Recross:</b> :20

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22	<p>benefits of pomegranate juice; the marketing and advertising of Pom's branded juice products; Pom's costs to produce, market and distribute its branded juice products; Pom's production capacity; Pom's market presence and position; Pom's customer relationships and the impact of the Juice on those relationships; Pom's sales and the impact of the Juice on those sales; Pom's consumer goodwill; and generally Pom's lost sales and lost profits as a result of the Juice.</p>	
23 24 25 26 27 28	<p>Paul Sheppard – c/o Roll Law Group P.C., 11444 W. Olympic Blvd., Los Angeles, CA. 90064; (310) 966-8400. Mr.</p>	<p>He is expected to testify about Pom's demand management; Pom's production capacity; Pom's costs to produce,</p> <p><b>Direct:</b> :55 <b>Cross:</b> 1:00 <b>Redirect:</b> :15 <b>Recross:</b> :15</p>

1	Sheppard is Vice	market and distribute its	
2	President and General	branded juice products;	
3	Manager of Beverages of	Pom's sales; and Pom's	
4	Pom.	lost sales and lost profits	
5		as result of the Juice.	
6			
7	John "Skip" Leach – c/o	He is expected to testify	<b>Direct:</b> :40
8	Roll Law Group P.C.,	about Pom's market	<b>Cross:</b> :45
9	11444 W. Olympic Blvd.,	presence and position;	<b>Redirect:</b> :10
10	Los Angeles, CA. 90064;	Pom's customer	<b>Recross:</b> :10
11	(310) 966-8400. Mr.	relationships and the	
12	Leach is Vice President,	impact of the Juice on	
13	Roll Services LLC.	those relationships; Pom's	
14		sales and the impact of the	
15		Juice on those sales; and	
16		the retail-level product	
17		placement of Pom's	
18		branded juice products.	
19		Mr. Leach's testimony	
20		will address issues during	
21		the period of time after he	
22		took over his position	
23		from Mr. Vetter.	
24			
25	Kurt Vetter – c/o Roll	He is expected to testify	<b>Direct:</b> :45
26	Law Group P.C., 11444	about Pom's market	<b>Cross:</b> :45
27	W. Olympic Blvd., Los	presence and position;	<b>Redirect:</b> :10
28	Angeles, CA. 90064;	Pom's customer	

1	(310) 966-8400. Mr.	relationships and the	<b>Recross:</b> :10
2	Vetter is the Senior Vice	impact of the Juice on	
3	President and General	those relationships; Pom's	
4	Manager of Asia/Pacific	sales and the impact of the	
5	Beverages for Pom-Asia,	Juice on those sales; and	
6	and is the former Vice	the retail-level product	
7	President of Sales for	placement of Pom's	
8	Pom.	branded juice products.	
9		Mr. Vetter's testimony	
10		will address issues during	
11		the period of time before	
12		Mr. Leach took over his	
13		position in North	
14		America.	
15			
16	Bill Phillimore – c/o Roll	He is expected to testify	<b>Direct:</b> :40
17	Law Group P.C., 11444	about Pom's juice	<b>Cross:</b> :45
18	W. Olympic Blvd., Los	operation, including the	<b>Redirect:</b> :10
19	Angeles, CA. 90064;	process for turning	<b>Recross:</b> :10
20	(310) 966-8400. Mr.	pomegranates into	
21	Phillimore is Executive	pomegranate juice.	
22	Vice President and Chief		
23	Financial Officer of		
24	Paramount Farming		
25	Company.		
26			
27	Joe MacIlvaine – c/o Roll	He is expected to testify	<b>Direct:</b> :40
28	Law Group P.C., 11444	about the planting of	<b>Cross:</b> :45

1	W. Olympic Blvd., Los	pomegranate trees and the	<b>Redirect:</b> :10
2	Angeles, CA. 90064;	harvesting of those trees	<b>Recross:</b> :10
3	(310) 966-8400. Mr.	to sell fresh pomegranates	
4	MacIlvaine is President of	and to make pomegranate	
5	Paramount Farming	juice for sale.	
6	Company.		
7			
8	Dr. E. Deborah Jay – 601	Dr. Jay is expected to	<b>Direct:</b> 1.00
9	California Street, San	testify regarding her	<b>Cross:</b> 1:30
10	Francisco, CA 94108. Dr.	analysis of the consumer	<b>Redirect:</b> :15
11	Jay is President and CEO	survey (“Field Survey”)	<b>Recross:</b> :15
12	of Field Research	that she conducted	
13	Corporation, one of the	regarding the Juice.	
14	oldest and most respected		
15	marketing and public		
16	research firms in the		
17	United States. Dr. Jay has		
18	more than 30 years of		
19	experience conducting		
20	large-scale consumer		
21	surveys of all types.		
22			
23	Joseph Anastasi – 201	Mr. Anastasi is expected	<b>Direct:</b> 2:30
24	Mission Street, Suite 800,	to testify regarding the	<b>Cross:</b> 2:30
25	San Francisco, CA 94105.	extent of the injury that	<b>Redirect:</b> :20
26	Mr. Anastasi is a CPA and	Pom has suffered as a	<b>Recross:</b> :20
27	Managing Director for	result of TCCC’s false	
28	LECG, a global expert	advertising, and to Pom’s	

1	services and consulting	entitlement to an award of
2	firm. Mr. Anastasi has	monetary relief including,
3	more than 33 years of	but not limited to, Pom's
4	experience as a financial	lost profits and TCCC's
5	expert in the area of	profits.
6	forensic accounting and	
7	analyzing financial	
8	damages for matters in	
9	litigation.	
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1 Pom expects to offer at trial the testimony of the following witnesses by way of  
 2 deposition. Each of these witnesses is either employees or former employees of TCCC  
 3 or were third parties retained by TCCC to perform services relating to the Juice:

Name	Subject	Time Estimate
Kirsten Bahlke – TCCC employee.		:15
Denise Rasmussen – TCCC employee		:30
Lucy Reid – TCCC employee		:55
Kimberly Ritsema - former employee of Doner Advertising, whom TCCC retained to do advertisements for the Juice.		:45
Juan Cristian Santa Maria – TCCC employee		:45
Bryan Sawyer – President of CMA Brand Presence & Design, a design company whom TCCC retained to prepare the		1:00

1	label designs for the Juice.	
2	Ashley Schmidt – TCCC	:25
3	employee	
4		
5	Richard Shen – TCCC	:35
6	employee	
7		
8	Donald Striegel – TCCC	:20
9	employee	
10		
11	Charles Torrey – TCCC	:30
12	employee	
13		
14	Nancy Tyndal – TCCC	:45
15	employee	
16		
17	Daniel Walsh – former	1:30
18	TCCC employee	

Pom may also call the following witnesses at trial if a need arises:

Name	Subject	Time Estimate
Lynda Resnick* – c/o Roll Law Group P.C., 11444 W. Olympic Blvd., Los Angeles, CA. 90064; (310) 966-8400. Mrs. Resnick is a co-owner	She is expected to testify, if the need arises, about the marketing of Pom's branded juice products and to rebut testimony and other evidence offered by	<b>Direct:</b> :45 <b>Cross:</b> 1:00 <b>Redirect:</b> :15 <b>Recross:</b> :15

1	Pom.	defendant.	
2	Michael Perdigao* – c/o 3 Roll Law Group P.C., 4 11444 W. Olympic Blvd., 5 Los Angeles, CA. 90064; 6 (310) 966-8400. Mr. 7 Perdigao is the President, 8 Advertising & Corporate 9 Communications, for Roll 10 International Corporation.	He is expected to testify, if the need arises, about the advertising of Pom's branded juice products and to rebut testimony and other evidence offered by defendant.	<b>Direct:</b> :35 <b>Cross:</b> 1:00 <b>Redirect:</b> :15 <b>Recross:</b> :15
12	Malcolm Knight* – c/o 13 Roll Law Group P.C., 14 11444 W. Olympic Blvd., 15 Los Angeles, CA. 90064; 16 (310) 966-8400. Mr. 17 Knight is the Vice 18 President of Product 19 Development & Quality 20 of Pom.	He is expected to testify, if the need arises, regarding the ingredients, formulation and testing of Pom's branded juice products.	<b>Direct:</b> :20 <b>Cross:</b> 1:00 <b>Redirect:</b> :15 <b>Recross:</b> :15
22	Dr. Mark Dreher* – P.O. 23 Box 8896, Calabasas, CA. 24 91372. Mr. Dreher is the 25 former Vice President of 26 Scientific and Regulatory 27 Affairs/Chief Scientific	Mr. Dreher is expected to testify, if the need arises, about the scientific research program at Pom during his tenure and to rebut testimony and other	<b>Direct:</b> :40 <b>Cross:</b> 1:00 <b>Redirect:</b> :15 <b>Recross:</b> :15

1	Officer at Pom.	evidence offered by defendant.	
2	3	4	5
6	7	8	9
10	11	12	13
14	15	16	17
18	19	20	21
22	23	24	25
26	27	28	

1		pomegranate juice.	
2	Dr. Michael Davidson* – Radiant Research, 515 North State Street, Suite 2700, Chicago, IL. 60654.	Dr. Davidson is expected to testify, if the need arises, about the results of clinical studies he conducted regarding the effects pomegranate juice on cardiovascular health.	<b>Direct:</b> :45 <b>Cross:</b> 1:00 <b>Redirect:</b> :15 <b>Recross:</b> :15
3	Dr. David Kessler* - 2715 Steiner Street, San Francisco, CA. 94123. Dr. Kessler serves on Pom's Scientific Advisory Board.	He is expected to testify, if the need arises, about Pom's medical research program and his role in managing that program.	<b>Direct:</b> :45 <b>Cross:</b> 1:00 <b>Redirect:</b> :15 <b>Recross:</b> :15
4	Dr. Harley Liker* – 9675 Brighton Way, Suite 350, Beverly Hills, CA. 90210. Mr. Liker is Pom's Chief Medical Officer.	Mr. Liker is expected to testify, if the need arises, about the scientific research and studies he directed and coordinated pertaining to pomegranate juice.	<b>Direct:</b> :50 <b>Cross:</b> 1:00 <b>Redirect:</b> :15 <b>Recross:</b> :15
5	Richardo Carvajal* – 700 13th Street, N.W., Suite 1200, Washington D.C. 20005. Mr. Carvajal is Of	Mr. Carvajal is expected to testify, if the need arises, in rebuttal to TCCC's claim that its	<b>Direct:</b> :45 <b>Cross:</b> 1:00 <b>Redirect:</b> :15

1 Counsel at Hyman, Phelps 2 & McNamara, a law firm 3 that specializes in 4 providing counseling and 5 representation to 6 manufacturers and 7 marketers of products 8 regulated by the U.S. 9 Food and Drug 10 Administration (FDA). 11 Mr. Carvajal served as 12 Associate Chief Counsel 13 in FDA's Office of Chief 14 Counsel from 2002 to 15 2007. 16	product complies with all applicable FDA regulations.	<b>Recross:</b> :15
17 Ed Chapman* – c/o Roll 18 Law Group P.C., 11444 19 W. Olympic Blvd., Los 20 Angeles, CA. 90064; 21 (310) 966-8400. Mr. 22 Chapman is from 23 Advantage Sales and 24 Marketing, Pom's broker 25 for Walmart. 26	Mr. Chapman is expected to testify, if the need arises, about photographs he took of stores in Kansas depicting shelving of juice.	<b>Direct:</b> :05 <b>Cross:</b> :05 <b>Redirect:</b> :00 <b>Recross:</b> :00

Defendant The Coca-Cola Company (“TCCC”) expects to call the following witnesses at trial in this matter:

## TCCC EMPLOYEES

Name	Subject	Time Estimate	
<b>Denise Rasmussen</b> c/o The Coca-Cola Company, One Coca-Cola Plaza NW, NAT 2004, Atlanta, GA 30313. Ms. Rasmussen is Director of Knowledge & Insights at The Coca-Cola Company.	Minute Maid market research	<b>Direct:</b> 1:30 <b>Cross:</b> 1:15 <b>Redirect:</b> :20 <b>Recross:</b> :05	
<b>Juan Cristian Santa</b> <b>Maria</b> c/o The Coca-Cola Company, One Coca-Cola Plaza NW, NAT 2004, Atlanta, GA 30313. Mr. Sanata Maria is Director of Scientific and Regulatory Affairs at The Coca-Cola Company. <b>(or alternatively Rhona</b> <b>Appelbaum or Lucy</b> <b>Reid as per below under</b> <b>as needed witnesses)</b>	Review and approval of labeling for the Juice; compliance with FDA labeling requirements	<b>Direct:</b> 1:00 <b>Cross:</b> :40 <b>Redirect:</b> :15 <b>Recross:</b> :05	

1	<b>Ashley Schmidt</b> c/o The 2 Coca-Cola Company, One 3 Coca-Cola Plaza NW, 4 NAT 2004, Atlanta, GA 5 30313. Ms. Schmidt is 6 Brand Director, Minute 7 Maid at The Coca-Cola 8 Company.	Minute Maid brand and business; Marketing and sale of the Juice	<b>Direct:</b> 1:00 <b>Cross:</b> :45 <b>Redirect:</b> :15 <b>Recross:</b> :05
9	<b>Mike St. John</b> c/o The 10 Coca-Cola Company, One 11 Coca-Cola Plaza NW, 12 NAT 2004, Atlanta, GA 13 30313. Mr. St. John is 14 President and General 15 Manager, Minute Maid at 16 The Coca-Cola Company.	Minute Maid brand and business; Review and approval of labeling for the Juice; Marketing of the Juice	<b>Direct:</b> 1:00 <b>Cross:</b> :40 <b>Redirect:</b> :15 <b>Recross:</b> :05
18	<b>Don Striegel</b> c/o The 19 Coca-Cola Company, One 20 Coca-Cola Plaza NW, 21 NAT 2004, Atlanta, GA 22 30313. Mr. Striegel is 23 Director of juice research 24 and development at The 25 Coca-Cola Company.	Development and formulation of the Juice	<b>Direct:</b> 1:00 <b>Cross:</b> :35 <b>Redirect:</b> :15 <b>Recross:</b> :05
27	<b>Charles Torrey</b> c/o The	Minute Maid business;	<b>Direct:</b> 2:00

1	Coca-Cola Company, One Coca-Cola Plaza NW, NAT 2004, Atlanta, GA 30313. Mr. Torrey is Vice President Marketing, Minute Maid at The Coca- Cola Company.	Development, sales and marketing of the Juice; Costs and absence of profits for the Juice	<b>Cross:</b> 1:00 <b>Redirect:</b> :20 <b>Recross:</b> :05
8	<b>TCCC Employee witnesses to be called if need arises:</b>		
12	<b>Rhona Applebaum</b> c/o The Coca-Cola Company, One Coca-Cola Plaza NW, NAT 2004, Atlanta, GA 30313. Ms. Applebaum is Vice President, Chief Scientific and Regulatory Officer at The Coca-Cola Company. (If need arises)	Review and approval of labeling for the Juice; compliance with FDA labeling requirements	<b>Direct:</b> 1:00 <b>Cross:</b> :30 <b>Redirect:</b> :15 <b>Recross:</b> :05
23	<b>Kirsten Bahlke</b> c/o The Coca-Cola Company, One Coca-Cola Plaza NW, NAT 2004, Atlanta, GA 30313. Ms. Bahlke is	Development of the Juice; marketing plans and goals	<b>Direct:</b> :45 <b>Cross:</b> :30 <b>Redirect:</b> :10 <b>Recross:</b> :05

1	Director of Marketing at The Coca-Cola Company. (If need arises)		
4	<b>Marge Leahy</b> c/o The Coca-Cola Company, One Coca-Cola Plaza NW, NAT 2004, Atlanta, GA 30313. Ms. Leahy is Nutrition & Food Sciences Director at The Coca-Cola Company. (If need arises)	Brain health claims and substantiation	<b>Direct:</b> 1:00 <b>Cross:</b> :20 <b>Redirect:</b> :15 <b>Recross:</b> :05
14	<b>Susan Martin</b> c/o The Coca-Cola Company, One Coca-Cola Plaza NW, NAT 2004, Atlanta, GA 30313. Ms. Martin is Manager of ingredient quality at The Coca-Cola Company. (If need arises)	Testing of the Juice	<b>Direct:</b> :45 <b>Cross:</b> :10 <b>Redirect:</b> :10 <b>Recross:</b> :05
24	<b>Alison Powell</b> c/o The Coca-Cola Company, One Coca-Cola Plaza NW, NAT 2004, Atlanta, GA	Marketing of the Juice at and around time of launch	<b>Direct:</b> :45 <b>Cross:</b> :30 <b>Redirect:</b> :10 <b>Recross:</b> :05

1	30313. Ms. Powell is Brand Manager, Minute Maid at The Coca-Cola Company. (If need arises)		
6	<b>Lucy Reid</b> c/o The Coca-Cola Company, One Coca-Cola Plaza NW, NAT 2004, Atlanta, GA 30313. Ms. Reid is Director of Scientific and Regulatory Affairs at The Coca-Cola Company. (If need arises)	Review and approval of labeling for the Juice; compliance with FDA labeling requirements	<b>Direct:</b> 1:00 <b>Cross:</b> :45 <b>Redirect:</b> :15 <b>Recross:</b> :05
16	<b>Rick Rodgers</b> c/o The Coca-Cola Company, One Coca-Cola Plaza NW, NAT 2004, Atlanta, GA 30313. Mr. Rodgers is Director of Creative Services at The Coca-Cola Company. (If need arises)	Design and development of labeling for the Juice	<b>Direct:</b> :30 <b>Cross:</b> :20 <b>Redirect:</b> :10 <b>Recross:</b> :05
26	<b>Richard Shen</b> c/o The Coca-Cola Company, One	Development and formulation of the Juice	<b>Direct:</b> :45 <b>Cross:</b> :45

1	Coca-Cola Plaza NW, NAT 2004, Atlanta, GA 30313. Mr. Shen is Senior Scientist at The Coca-Cola Company. (If need arises)		<b>Redirect:</b> :10 <b>Recross:</b> :05
7	<b>Nancy Tyndal</b> – c/o The Coca-Cola Company, One Coca-Cola Plaza NW, NAT 2004, Atlanta, GA 30313. Ms. Tyndal is Manager of client services at The Coca-Cola Company. (If need arises)	Consumer communications	<b>Direct:</b> :45 <b>Cross:</b> :45 <b>Redirect:</b> :10 <b>Recross:</b> :05
17	<b>Richard Villanueva</b> c/o The Coca-Cola Company, One Coca-Cola Plaza NW, NAT 2004, Atlanta, GA 30313. Mr. Villanueva is Director of Finance, Minute Maid at The Coca-Cola Company. (If need arises)	Costs of the Juice; absence of profit for the Juice	<b>Direct:</b> 1:00 <b>Cross:</b> :30 <b>Redirect:</b> :15 <b>Recross:</b> :05

**POM EMPLOYEES OR FORMER EMPLOYEES**

Name	Subject	Time Estimate
<b>Mark Dreher</b> (If not called by Pom) P.O. Box 8896, Calabasas, CA 91372. Mr. Dreher is the former Vice President of Scientific and Regulatory Affairs/Chief Scientific Officer at Pom.	Development of Pom's juices; assessment of the Juice	<b>Direct:</b> 1:00 <b>Cross:</b> :40 <b>Redirect:</b> :15 <b>Recross:</b> :05
<b>Malcolm Knight</b> (If not called by Pom) Mr. Knight is the Vice President of Product Development & Quality of Pom.	Formulation and flavoring of Pom and other juices	<b>Direct:</b> 1:00 <b>Cross:</b> :20 <b>Redirect:</b> :15 <b>Recross:</b> :05
<b>John "Skip" Leach</b> (By deposition if not called live by Pom) Mr. Leach is Vice President, Roll Services LLC.	Pom business, marketing, sales	:15
<b>Michael Perdigao</b> (If not called by Pom)	Marketing/advertising of Pom products	<b>Direct:</b> 1:00 <b>Cross:</b> :35

1	Mr. Perdigao is President, Advertising & Corporate Communications for Roll International Corp.	<b>Redirect:</b> :15 <b>Recross:</b> :05
5	<b>Lynda Resnick</b> (By deposition if not called live by Pom)  Ms. Resnick is co-owner of Pom and architect of its marketing program.	Pom businesses, history, marketing, sales, competitors, claims, substantiation :30
12	<b>Stewart Resnick</b> (By deposition if not called live by Pom)  Mr. Resnick is Chairman and co-owner of Pom.	Pom businesses, history, marketing, sales, competitors, claims, substantiation :15
18	<b>Paul Sheppard</b> (By deposition if not called live by Pom)  Mr. Sheppard is Pom's Vice President and General Manager of Beverages	Pom business, sales, costs, profits :15
26	<b>Matthew Tupper</b> (If not called by Pom)  Mr. Tupper is President of	Pom businesses, history, marketing, sales, competitors, claims, <b>Direct:</b> 2:00 <b>Cross:</b> :30 <b>Redirect:</b> :15

1	Pom.	substantiation	<b>Recross:</b> :05
2	<b>Kurt Vetter</b> (By deposition if not called live by Pom) Mr. Vetter is Senior Vice President and General Manager of Asia/Pacific Beverages for Pom-Asia, and is Pom's former Vice President of Sales.	Pom business, marketing, sales	:15
3	<b>Rob Six</b> (If need arises) Rob Six is or was a Pom employee.		<b>Direct:</b> :30 <b>Cross:</b> :10 <b>Redirect:</b> :10 <b>Recross:</b> :05

**THIRD PARTIES**

Name	Subject	Time Estimate
<b>OTX Research</b> 10567 Jeffeson Blvd. Culver City, CA 90232 OTX performed market research for Pom.	Market research re Pom, Minute Maid and other juices	<b>Direct:</b> :45 <b>Cross:</b> :20 <b>Redirect:</b> :10 <b>Recross:</b> :05
<b>Dan Walsh</b> <b>Formerly of TCCC</b> Mr. Walsh is a former Senior Brand Manager, Minute Maid at The Coca- Cola Company. (By deposition)	Development of the Juice	:15
<b>Kim Ritsema</b> <b>Formerly of Doner Ad</b> Agency, 1636 Pearson St., Ferndale, MI 48220. Ms. Ritsema is a former account manager at Doner Ad Agency. (By deposition, if need arises)	Internal ad agency communications concerning the Juice	:15
<b>David Vawter of Doner</b>	Internal communications	<b>Direct:</b> :30

1	Ad Agency, 25900	concerning the Juice	<b>Cross:</b> :15
2	Northwestern Hwy.,		<b>Redirect:</b> :10
3	Southfield, MI 48075.		<b>Recross:</b> :05
4	Mr. Vawter is a creative		
5	director at Doner Ad		
6	Agency.		
7	(If available and need		
8	arises)		
9			
10	<b>Bryan Sawyer of CMA</b>	Development of labeling	<b>Direct:</b> :30
11	Brand Presence and	for the Juice	<b>Cross:</b> :10
12	Design, 1207 Dunlavy St.,		<b>Redirect:</b> :10
13	Houston, TX 77019. Mr.		<b>Recross:</b> :05
14	Sawyer is President of		
15	CMA Brand Presence &		
16	Design		
17	(If available or by		
18	deposition if need arises)		
19			
20			
21	<b><u>EXPERTS</u></b>		
22	The following brief summaries are without prejudice to TCCC's experts testifying		
23	about (a) all matters set forth in their expert reports and during their depositions, (b)		
24	any information disclosed since that time, and (c) any evidence provided in the		
25	proceedings.		
26			
27	<b>Name</b>	<b>Subject/Summary</b>	<b>Time Estimate</b>
28			

1	<b>Jeffrey Blumberg, Ph.D,</b>  <b>FACN, CNS</b>  Professor, Friedman School of Nutrition Science and Policy at Tufts University 711 Washington St. Boston, Massachusetts 02111	In response to assumptions and theories set forth in Plaintiff's damages analysis concerning health claims about pomegranate juice, Dr. Blumberg will testify about what the medical literature actually does or does not support.	<b>Direct:</b> 2:30  <b>Cross:</b> 1:30  <b>Redirect:</b> :20  <b>Recross:</b> :05
12	<b>Neal D. Fortin</b>  Director, Institute for Food Laws & Regulation Michigan State University College of Agriculture and Natural Resources P.O. Box 230 Okemos, Michigan 48805	Mr. Fortin, an authority on the history, implementation and operation of regulations regarding labeling of juices, will testify about those regulations, their relationship to federal statutory provisions, and their application to the Juice.	<b>Direct:</b> 1:30  <b>Cross:</b> :50  <b>Redirect:</b> :20  <b>Recross:</b> :05
24	<b>Ran Kivetz, Ph.D</b>  Professor of Marketing Columbia University Business School 3022 Broadway	Dr. Kivetz will (1) testify regarding flaws in the design, conduct, formulation and interpretation of results	<b>Direct:</b> 3:00  <b>Cross:</b> 2:00  <b>Redirect:</b> :30  <b>Recross:</b> :05

1	New York, New York	from Plaintiff's consumer	
2	10027	survey, (2) testify	
3		regarding flawed	
4		assumptions made by	
5		Plaintiff's expert Joseph	
6		Anastasi, and (3) provide	
7		marketing analyses and	
8		opinions informing	
9		TCCC's damages analysis.	
10			
11	<b>Avram S. Tucker,</b>	Mr. Tucker will testify	<b>Direct:</b> 2:00
12	<b>C.P.A.</b>	that based on his	<b>Cross:</b> 1:30
13	Chief Executive Officer,	calculations TCCC has	<b>Redirect:</b> :20
14	TM Financial Forensics,	not made any profit on the	<b>Recross:</b> :05
15	LLC, 353 Sacramento St.,	Juice and will also testify	
16	Suite 2200, San Francisco,	about flaws in Plaintiff's	
17	California 94111	damages analysis and will	
18		provide an alternative	
19		measure of damages.	
20			
21	<b>Richardo Carvajal</b>	Mr. Carvajal will testify	:15
22	(By deposition if not	regarding application of	
23	called by Pom)	federal regulations	
24	Hyman, Phelps &	regarding juice labeling to	
25	McNamara	Pom's products.	
26	700 13 <sup>th</sup> Street, N.W.,		
27	Suite 1200, Washington		
28			

1 D.C. 2005.

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5 DATED: February 9, 2010

ROLL LAW GROUP P.C.

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7 By: /s/ Daniel S. Silverman  
Daniel S. Silverman  
8 Attorneys for Plaintiff  
9 POM WONDERFUL LLC

10 DATED: February 9, 2010

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12 PATTERSON BELKNAP WEBB &  
13 TYLER LLP

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By: /s/ Steven A. Zalesin  
Steven A. Zalesin  
Attorneys for Defendant  
THE COCA COLA COMPANY